

TITLE: TRAVEL & TOURISM TO THE U.S.A  
SUBJECT COUNTRY: HUNGARY  
POST OF ORIGIN: BUDAPEST  
SERIES: INTERNATIONAL MARKET INSIGHT  
ITA INDUSTRY CODE: TRA  
DATE OF REPORT: 000505  
DELETION DATE: 001231  
AUTHOR: KATALIN BARAZDA  
APPROVING OFFICER: PAMELA WARD  
OFFICER'S TITLE: COMMERCIAL ATTACHE  
NUMBER OF PAGES: 2

INTERNATIONAL COPYRIGHT, U.S. & FOREIGN COMMERCIAL SERVICE AND U.S. DEPARTMENT OF STATE, 1999. ALLRIGHTS RESERVED OUTSIDE OF THE UNITED STATES.

Hungarians are frequent travelers, as is evidenced by their 10.6 million border crossings in 1999. This number is impressive when considering that Hungary has a population of just 10 million people.

The United States is a popular destination for Hungarian travelers. It ranks as the seventh or eighth (depending on source) most visited destination with 115,000-120,000 Hungarians traveling there each year. Geographically, Florida, California/Nevada, New York, Hawaii, Illinois and Texas were the states most visited by Hungarians in 1999.

For leisure travelers, Florida (with 50%) led the list of U.S. destinations. It was followed, in order of popularity, by California, New York and Hawaii. New York's decline to third place is primarily attributed to increasing hotel rates. Tour operators and organizers of the American Exhibition at the UTAS (Travel) Show in Budapest reported that the number of inquiries by repeat travelers for information on National Parks and lesser-known destinations is increasing. A new consideration leisure travel providers is the dual country holiday (i.e. USA/Mexico, USA/Caribbean, USA/South America, and USA/Canada. Hungarians

are not required to obtain a visa for Canada, Mexico or the Bahamas, which makes North America an even more attractive destination.

Business travel is also increasing due to large foreign investments in Hungary following the political changes in 1989. Since U. S. companies have accounted for almost one-third of this investment and as the second generation of managers at these operations are increasingly Hungarian, there has been an increase in individuals traveling to the United States for corporate meetings, training and trade events. Florida, Nevada and the Great Lakes Region appear to be reaping a large benefit from this type of travel. Eighteen of the U.S. Department of Commerce-supported International Buyer Programs are held in these states, attracting more and more professional visitors. Many extend their stay for additional days for personal travel opportunities.

One potential concern for U.S. travel destinations is the fact that the number of first time Hungarian travelers to the United States is stagnating. However, the number of repeat travelers (2-3 times/year) is increasing and they are spending more than they were five years earlier.

#### **Profile of the average Hungarian traveler to the U.S.:**

- Travels by airplane
- Travels for leisure, sightseeing, business and/or training
- Stays for 10-20 days in a hotel (tourist to deluxe category)
- Within the U.S.: travels by airplane, by rail, rents a car/motor home
- Spends approximately US\$ 100/day (airfare excluded)
- Age is 30-50 years
- More than 50% speak English.

Hungarian tourists require a visa to travel to the U.S.A. Since October 1995, Hungarians have been able to apply for 10-year multiple entry visas. Visas cost US\$ 45.

This report has been prepared by the Commercial Service of the American Embassy Budapest, based on the figures and facts provided by major Hungarian tour operators/agencies selling the U.S. as a destination.